TO: The Honorable Claudia Wilken

Ronald v. Dellums Federal Building & United States Courthouse

c/o Class Action Clerk 1301 Clay Street Oakland, CA 94612

FILED

FEB 0 3 2025 %

FROM:

Sarah Brooke Baker

Sarah Brooke Baker
University of North Carolina – Women's Lacrosse (2021-23) CLERK, U.S. DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA

Vanderbilt University – Women's Lacrosse (2024-25)

NCAA Eligibility Center ID #1805204945

CC:

Leigh Ernst Friestedt

RE:

Objection

In re: College Athlete NIL Litigation, Case No. 4:20-cv-03919 (N.D. Cal)

DATE:

January 31, 2025

Dear Judge Wilken:

My name is Sarah Brooke Baker, and I was a NCAA Division I student-athlete on the Women's Lacrosse Team at University of North Carolina ("UNC") from 2021-23, I graduated with distinction in three years in 2023. The UNC Women's Lacrosse was #1 in the nation winning the ACC Championships and NCAA DI Women's' Lacrosse Championship in 2022. At UNC I was recognized for my academic achievements: ACC Academic Honor Roll (2022-23) and Dean's List (Fall 2022, Spring 2022, Spring 2023).

After UNC, I pursued two Master's degrees at Vanderbilt University: (1) Education at Peabody College (2024), and (2) Marketing at Owen Graduate School of Management (2025). I am currently a member of the Vanderbilt Women's Lacrosse Team and have been recognized for my academic accomplishments: SEC First-Year Honor Roll and Academic All-District Team.

I am writing you today on behalf of not only myself, but more importantly, the millions of female student-athletes who deserve an equal opportunity to play sports in college and receive equal treatments and benefits under Title IX of the Education Amendments Act of 1972 ("Title IX").

Based on the terms set forth in the Amended Settlement Agreement, I object to In re: College Athlete NIL Litigation - House Settlement, Case No. 4:20-cv-03919 (N.D. Cal), and request that you not approve the *House* Settlement at the Final Approval Hearing, scheduled for April 7, 2025.

According to the website www.collegeathletecompensation.com, my Estimated Allocation as a member of the Additional Sports Class (Women's Lacrosse) at BC and Duke are detailed below. Note, despite contacting Duke University, I have been unable to obtain my Estimated Allocation information for my freshman and sophomore years at Duke, so it is missing below.

Type of Damage	Sarah Brooke Baker – Est. Allocation		
Name, Image & Likeness (NIL)	UNC	Vanderbilt	
Broadcast NIL	Not Eligible	Not Eligible	Object
Videogame NIL	Not Eligible	Not Eligible	
Lost NIL Opportunities	Not Eligible	Missing	Object
Athletic Services	\$408.15	\$222.11	Object
Hubbard Academic / (Alston Award)	\$1,956.10	Not Eligible	Object
Total Estimated Settlement Payment	\$2,364.25	\$222.11	

I believe that I was adversely impacted by NIL restrictions and the NCAA's failure to promote female sports equally to men, which is a violation of Title IX. Additionally, my calculation is clearly missing a Hubbard payment at Vanderbilt. Therefore, based on my Estimated Allocation in the amount of \$2,586.36, I object to the following:

- 1. House Settlement Damages
 - Name Image Likeness: Broadcast NIL and Lost NIL Opportunities i.
 - Athletic Services Additional Compensation ii.
- 2. Hubbard Academic Achievement (Alston Award), and
- 3. Title IX Release

Request to Speak at Final Hearing – Legal Representation:

I have retained an independent attorney because I believe there is a conflict of interest with the Class Counsel (Winston & Strawn LLP and Hagens Berman Sobol Shapiro LLP) who has negotiated a House Settlement that disproportionately favors men and failed to take Title IX into consideration. I am currently being represented by Leigh Ernst Friestedt, a New York attorney who specializes in Title IX and sports law matters. Leigh is also a former DI Women's Lacrosse player, who has a strong understanding of the issues raised in my objection. I will be in-season at Vanderbilt, so unable to attend the Approval Hearing. In my absence, I request that Leigh be permitted to speak on my behalf at the Final Approval Hearing, schedule for April 7, 2025.

Leigh's full contact information is listed below. Please include her on any future correspondence.

Leigh Ernst Friestedt

Equity IX, LLC 40 Mercer St. #15 New York, NY 10013 leigh@equityix.com (917) 513-5541

Claim Forms

I have updated my contact and payment information required to participate in the *House* and *Hubbard* Settlements. Note, I tried to upload Claim Forms but the official website was overloaded with users and I was unable. Should the Court approve the *House* Settlement, I request that the Court recalculate my Estimated Allocation amounts to reflect my full information, including my years at both UNC and Vanderbilt.

If you need any additional information, please feel free to contact me – my full contact information is listed below.

Sarah Brooke Baker

428 Drummond Drive Raleigh, NC 27609 <u>sarah.b.bakers@vanderbilt.edu</u> (919) 995-1460

Thank you for your consideration of my objections.

Sincerely.

Sarah Brooke Baker

University of North Carolina – Women's Lacrosse (2021-23)

Vanderbilt University – Women's Lacrosse (2024-25)

Leigh Est Fort

cc: Leigh Ernst Friestedt

Brooke Baker

919.995.1460 | sarah.b.baker@yanderbilt.edu | https://www.linkedin.com/in/brooke-baker29/

EDUCATION VANDERBILT UNIVERSITY

Owen Graduate School of Management

Master of Marketing, May 2025

Varsity Women's Lacrosse

Peabody College

Master of Education, Human Development Studies - Organizational, May 2024

- GPA: 3.75
- Varsity Women's Lacrosse (SEC First-Year Honor Roll, Academic All-District Team)

UNIVERSITY OF NORTH CAROLINA - CHAPEL HILL

Bachelor of Arts, May 2023

Hussman School of Journalism and Media

Major: Media and Journalism Studies: Advertising and Public Relations

- GPA: 3.7, graduated with distinction
- Varsity Women's Lacrosse (2022 ACC Champions, 2022 National Champions)
- ACC Academic Honor Roll (2022-2023), Dean's List (Fall 2022, Spring 2022, Spring 2023)

EXPERIENCE

SOME SUN CLOTHING

Nashville, TN

Nashville, TN

8/24 - 11/24

Social Media Marketing Intern

- Manages the company's TikTok platform for content creation, customer relations, and branding.
- Analyzes market trends to track company growth and engagement to increase customer base, ultimately resulting in a 15% follower increase.
- Assists the company's founder, Mary Smith, on ad-hoc projects aimed to increase brand awareness.

Riddle & Bloom

Chapel Hill, NC

8/22 - 3/23

Brand Influencer - Amazon Prime Student

- Created, published, and promoted prime student content on Instagram and TikTok, resulting in increased product visibility.
- Reported product sales activity by developing and submitting event plans, recaps, and analysis of social media metrics.

C

Complete Concierge Concierge Intern

- Philadelphia, PA
- Organized and managed high-profile client information on a time-sensitive basis, including assisting relationship managers in accommodating client requests.
- Researched methodology for reputation maintenance and brand management, including developing a detailed action plan to expand clientele through social media for company Founder and President, Bridget Michener.

Addison Bay Philadelphia, PA

Summer 2020

Summer 2022

Business Intern

- Facilitated warehouse workflow to better understand product presentation and manage merchandise inventory.
- Supported company Founder and CEO Marguerite Adzick on ad-hoc projects and administrative duties.

LEADERSHIP

Athlete to Athlete

Nashville, TN

8/23 - Present

Athlete Mentor

 Coaches and guides 5+ adolescent students weekly on navigating lacrosse college recruiting, game strategy, field IQ, mechanics, and team bonding, and creates training schedules goal achievement plans.

Student-Athlete Advisory Committee, UNC Chapel Hill

Chapel Hill, NC

11/22 - 5/23

Committee Member

Consulted on rules, regulations, and policies that impact students' livelihood and academic performance, thus
resulting in increased wellness for UNC student-athletes.

American Cancer Society

Raleigh, NC

1/17-1/19

Committee Member

- Led 12 students to fundraise over \$150k through the planning and execution of fundraising events, including organizing a "Running Over Cancer" 5k with 200+ participants.
- Awarded 'Heroes of Research' award from the American Cancer Society.

ADDITIONAL

- Certifications: Social Media Marketing (HubSpot Academy), Social Behavioral Investigators and Key Personnel (CITI Program), Google Analytics
- Technical Skills: Canva, Adobe, SPSS, Excel (Data Dashboards, Pivot Tables), MS Office, Google Suite
- Interests: TikTok Marketing, Instagram lifestyle account, Women's Lacrosse, Running, Shopping, Shoes



919-995-1460

sbrookebaker@icloud.com

Nashville, TN

Education

Master in Marketing Vanderbilt University 2024-2025

Master in Education - M.Ed **Vanderbilt University** 2023-2024

Bachelor in Advertising and **Public Relations**

University of North Carolina - Chapel Hill 2020-2023 3 year graduate with distinction

Features

https://youtu.be/ZzJf1Vdi9gU? si=pIGSt_xSMzj4HjVa

https://vucommodores.com/get-toknow-the-dores-brooke-baker/

https://athletesthread.com/colle ctions/brooke-baker? college=&athlete=Brooke%20Bak

BROOKE BAKER

Division 1 Student Athlete

About Me:

I am a collegiate athlete with a successful background in women's lacrosse, contributing to national and conference championship victories. On and off the field, I have taken on leadership roles, mentored young athletes, and advocated for studentathlete wellness while balancing academic and athletic responsibilities. I am recognized for my resilience, teamwork, and strategic thinking. Currently, I am pursuing a master's degree in Marketing while finishing my final year in lacrosse with hopes of a career in sports marketing.

Vanderbilt University

2023

- 2023-24 First-Year SEC Academic Honor Roll
- 2024 CSC Academic All-District

2024

- Named AAC Honor Roll (April 15, 2024)
- Named to AAC Honor Roll (Feb. 19, 2024)
- 2023-24 All-AAC Academic Team
- Finished top 10 in the nation in free position goals per game
- Started in all 17 games
- Finished with 39 points off 36 goals and three assists
- · Six hat tricks on the season

University of North Carolina - Chapel Hill

2020

• 2022 Undefeated National Champions 22-0

2023

- 2022 ACC Tournament Champions
- 2022 ACC Regular Season Champions
- 2021 ACC Tournament Champions
- 2021 ACC Regular Season Champions
- ACC Academic Roll 2022, 2023
- Deans list 2022, 2023
- Student-Athlete Advisory Committee (SAAC)



